MATTHEW BERNARD

GRAPHIC DESIGNER, PUBLIC RELATIONS, ADVERTISER

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Creative and detail-oriented designer with experience in graphic design, social media marketing, and digital content creation. Skilled at developing engaging visual experiences, managing projects, and collaborating with diverse teams to deliver impactful results. Passionate about combining creativity and strategy to create compelling designs that connect with audiences.

AREA OF EXPERTISE

Graphic Design	Brand / Visual Identity	Social Media Maketing
Public Relations	Digital Marketing	Advertising

PROFESSIONAL EXPERIENCE

Technology Manager, Xtreme Tools & Fasteners **Aug 2024 - 2026**

- Maintained inventory tracking systems and business data records to improve operational efficiency.
- Analyzed company data and generated reports to support strategic decision-making.
- Provided technical support and troubleshooting for software, hardware, and workplace systems.

Public Relations Chair, Delta Kappa Alpha **May 2025 - May 2026**

- Developed promotional campaigns and event marketing materials to increase student engagement.
- Managed social media content and branding across multiple platforms.
- Coordinated communication efforts between members, campus organizations, and alumni.

Social Media Marketing Intern, Vivid Imagery **May 2026 - August 2026**

- Created social media content to promote real estate photography services and increase brand awareness.
- Developed marketing materials and outreach campaigns to attract prospective clients.
- Assisted with content planning, audience engagement, and performance tracking across platforms.

Graphic Designer, Butler Center **Aug 2025 - Present**

- Designed digital and print materials to support student programs, events, and outreach initiatives.
- Collaborated with staff to create engaging visual content aligned with organizational goals.
- Produced branded graphics and marketing assets to enhance campus visibility and engagement.

EDUCATION

Bachelor of Arts in Graphic Design **2023 - 2026**

University of Miami

- 3.9 GPA, Provost's Honor Roll

ADDITIONAL INFORMATION

- **Languages:** English, Spanish
- **Exhibitions:** CAS ART EXHIBITION (2023), ALL HANDS ON DECK (2025), LOWE JURIED EXHIBITION (2026), Miami Zine Fair (2026), R.C.I.F COMPETITION (2026), CAS ART EXHIBITION (2026)